

# Rich Media and Web Portal



Nomad's passenger Web Portal delivers on-demand, managed-content directly to your passenger's own devices, such as a tablet, smart phone or laptop. Using the trains existing IP network as an extension of the passenger WiFi service, the Web Portal can be maintained using an on-shore content management solution, designed specifically for the transport and rail environments. The Web Portal is much more than just a website. It is a platform for new services that can be distributed to hundreds of trains, with a real-time data feed integration. The content can range from simple static pages, updated as required, to rich interactive media providing a second to none customer experience. This content can be distributed to trains in a planned controlled manner, both efficiently and economically. The content is hosted, accessed and browsed all using our on-board systems, rather than using valuable WiFi bandwidth, which assists WiFi and data management.

## Nomad has Web Portal related products:

- Portal Light – basic Web Portal for WiFi access
- Full Features Portal – wide range of Rich Media content such as newspapers, movies, catch up TV, e-books, games, journey information and moving maps
- Rights Based Media – royalty premium movies and documentaries
- Live TV - streaming live TV in near real-time

Nomad has vast experience implementing compelling propositions for their customers, taking train operators on an infotainment journey and working with media and advertising partners.

## Key benefits for you

- Nomad's solution enables your passengers to manage their own preferences, such as their favourites, account data, and any other personalised items
- The Nomad Content Management System (CMS) allows you to manage on-board content remotely, ranging from static to dynamic content including video and audio resources
- Additional portal applications can be added to enrich your customer's journey, including weather maps, games support, moving maps, e-books, and even puzzles
- Our portal analytics enables you to understand what your passengers are accessing and enjoying, helping you to deliver the right content at the right time
- Brand the portal in line with your business communications strategy

# OBIS



Nomad has years of experience developing On-Board Information Systems in the rail industry, covering platform and on-train screens, delivering journey information and announcements. More recently, our OBIS solutions have been extended to provide distributed infotainment and commercial content controlled using scheduled programming technology.

Our next generation OBIS was built to offer services such as: next station and connection information, timetables, live news, on-board entertainment, moving maps, and voice-to-text / text-to-voice announcements. Nomad also supports all North American Disability Discrimination Act requirements including hearing loop integration.

We combine passenger information and infotainment on a single platform – allowing you to deliver both types of content in accordance with your infrastructure, the nature of your market and the specific journey types. OBIS will help deliver your passenger experience strategy.

## Key benefits for you

- A single platform solution
- Cost effective and flexible
- Unique user experience on both mobile devices and fixed on-board screens
- Adaptable to changing market demands and scalable to other applications
- A seamless and intelligent passenger experience, increasing passenger satisfaction, reducing complaint levels and enquiry handling costs
- Potential for monetisation through advertisements and content providers
- Operators can create exclusive custom updates and manage the content provider with single platform application